

Message Text

UNCLASSIFIED

PAGE 01 BERN 02877 111531Z

21

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
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R 111517Z JUL 75
FM AMEMBASSY BERN
TO SECSTATE WASHDC 964
INFO USDOC WASHDC

UNCLAS BERN 2877

USDOC FOR OIM/SAD AND CMM/SWITZERLAND

E.O. 11652: N/A

TAGS: BEXP, SZ

SUBJECT: CCP FOR FY 76 - IN-STORE PROMOTION AND TRADE MISSION

REF: STATE 160341

1. WE ARE PLEASED TO LEARN OF WAG APPROVAL BERN CCP, BUT REGRET VERY MUCH UNFORTUNATE DELETION BAHNHOFSTRASSE PROJECT AND PROCESS CONTROL TRADE MISSION. LOSS OF BAHNHOFSTRASSE PROJECT IS IN PARTICULAR EXCEEDINGLY DISAPPOINTING, ESPECIALLY IN VIEW OF LEVEL OF ENTHUSIASM EVINCED BY TRADE ASSOCIATION OF BAHNHOFSTRASSE FIRMS. EVENT COULD BE HIGHLIGHT OF BI-CENTENNIAL OBSERVATION IN SWITZERLAND, BOTH CONTRIBUTING TO COMMEMORATION SUBSTANTIALLY AND AT SAME TIME BENEFITTING ENORMOUSLY FROM BICENTENNIAL PUBLICITY, WHICH WILL BE AT PEAK AT TIME PROPOSED FOR BAHNHOFSTRASSE EVENT.

2. WE AWARE OF BUDGETARY LIMITATIONS WHICH BEHIND DELETION OF EVENTS FROM SWISS CCP FOR FY 76, BUT STRONGLY URGE RECONSIDERATION OF RELATIVE POTENTIAL OF ITEMS ON OIM FY 76 PROGRAM, WITH VIEW TO RE-INSTATING AT LEAST THE BAHNHOFSTRASSE IN-STORE PROMOTION IN SWISS CCP.
ODELL

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 11 JUL 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975BERN02877
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750240-1023
From: BERN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750761/aaaaccsd.tel
Line Count: 51
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 1
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 STATE 160341
Review Action: RELEASED, APPROVED
Review Authority: ShawDG
Review Comment: n/a
Review Content Flags:
Review Date: 06 MAR 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <06 MAR 2003 by ThomasVJ>; APPROVED <15 MAR 2004 by ShawDG>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: CCP FOR FY 76 - IN-STORE PROMOTION AND TRADE MISSION
TAGS: BEXP, SZ
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006